PRO-ECOLOGICAL ACTIVITIES AS AN ELEMENT OF SOCIAL RESPONSIBILITY OF COMPANIES

Summary

Modern processes such as internationalization, globalisation or regionalization together with increasing social and ecological awareness result in new challenges emerging before organizations. The ability to live up to requirements of modern business environment includes, among others, the realization of conception of socially aware and responsible organization. Pro-ecological activities are an important aspect of social responsibilities of companies. They result from increasing ecological awareness of societies, law regulations concerning environmental issues, increasing pressure for improving quality of environment, ecological demands of the customers and actions aiming at elimination of goods, services and packaging harmful to the environment. Functioning of modern enterprises is characterized by changes in all aspects of their activities. Those changes result from transformation of social and economic environment and they influence the hierarchy of resources, which in turn decide about effectiveness and competitiveness of the companies. In this paper the author presents innovative projects and services implemented as a part of so called "green logistics" in chosen companies.